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**"BUSINESS HAS ONLY TWO FUNCTIONS - MARKETING  
AND INNOVATION" ~ MILAN KUNDERA**

Aspiring entrepreneurs get five minutes to pitch their business ideas to multi-millionaires, our Dragons, who are willing to invest their own cash, time and expertise to kick-start the business.

After the pitch the Dragons (multi millionaires) have the opportunity to ask questions about the venture.

The entrepreneurs don't always have to answer, but of course, what they choose not to answer could affect the outcome.

"Do you have what it takes to face the dragons?"

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## **GUIDELINES**

- Teams per institution: 2
  - Number of participants per team: 3
  - Entrepreneurs ideas should be PG - Rated
  - Presentations will be allowed
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